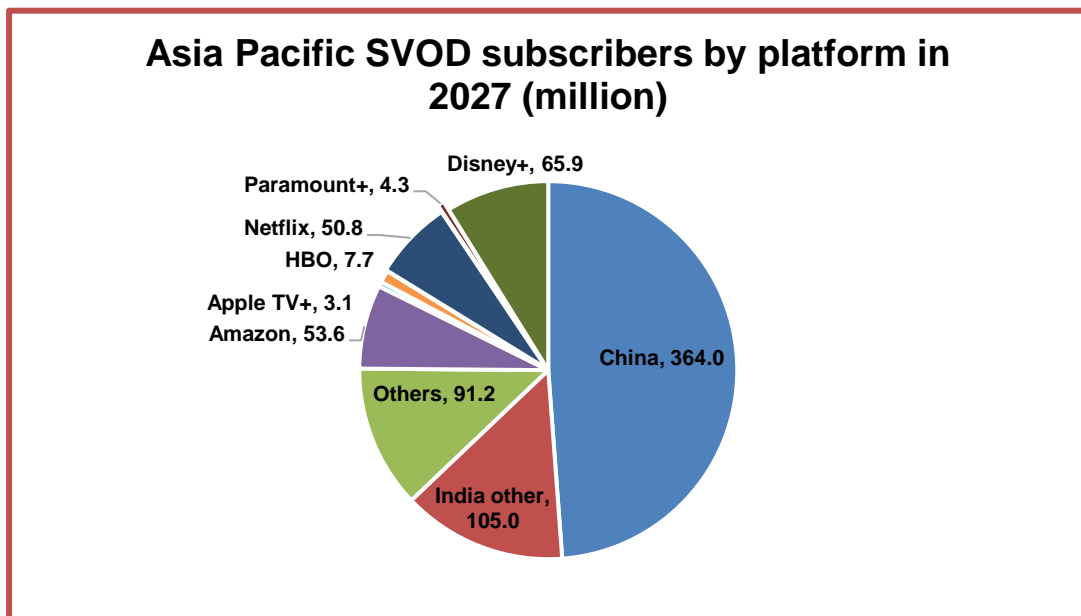


Asia Pacific to add 205 million SVOD subs

Asia Pacific will have 746 million SVOD subscriptions by 2027, up from 541 million in 2021. China will have 364 million SVOD subscriptions in 2027 – or 49% of the region’s total. India will add 92 million to reach 176 million in 2027.



Simon Murray, Principal Analyst at Digital TV Research, said: “The six major US-based platforms [Netflix, Disney+, Paramount+, HBO Max, Amazon Prime Video and Apple TV+] will only control a quarter of Asia Pacific’s SVOD subscriptions by 2027 – much lower than in any other region in the world. These platforms will never gain access to China and India has plenty of local players.”

Disney+ overtook Netflix in subscriber terms in 2020 – almost entirely due to its success in India. Disney+ Hotstar reshaped the SVOD landscape in India, mainly by controlling the rights to India Premier League cricket. Disney+ Hotstar did not retain the IPL rights from 2023. The platform will lose 4.5 million subscribers in 2022 and 10 million in 2023 before plateauing.

Assuming that Disney+ retained the IPL rights in India, the previous forecasts estimated 127 million Disney+ subscribers across the region by 2027. Our revised forecasts predict 66 million by 2027 – 61 million less.

Asia Pacific SVOD Forecasts

Table of Contents

Published in September 2022 and based on June results, this 120-page PDF and excel report provides extensive research for 22 territories. **Covering movies and TV episodes**, the report comes in two parts:

- Insight: Detailed country analysis for 22 countries in an 89-page PDF document.
- Excel workbook covering each year from 2010 to 2027 for 22 countries by household penetration, by SVOD subscribers and revenues for movies and TV episodes. As well as summary tables by country and by platform.

For more information, [please click here](#) or contact lydia@digitaltvresearch.com

Forecasts for the following 141 SVOD platforms across 22 countries:		
Country	SVOD ops	SVOD Platforms
Australia	9	Netflix; Amazon Prime Video; Disney+; Paramount+; Britbox; Apple TV+; Stan; Binge; Foxtel Now
Bangladesh	4	Netflix; Amazon Prime Video; Disney+; Zee5
Cambodia	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Iflix
China	5	Youku Tudou; IQiyi; Tencent Video; Mango; Bilbili
Hong Kong	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; MyTV Super; Viu
India	11	Netflix; Amazon Prime Video; Disney+ Hotstar; HBO; Apple TV+; Zee5; Sony Liv; ALT Balaji; Eros Now; Voot Select; Paramount+
Indonesia	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix; Vidio; Viu
Japan	11	Netflix; Amazon Prime Video; Disney+; HBO; Parmount+; Apple TV+; Hulu; U-Next; Avex dtv; Telasa; Niconico
Laos	4	Netflix; Amazon Prime Video; Disney+; Apple TV+
Malaysia	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix; Viu; Sooka
Mongolia	3	Netflix; Amazon Prime Video; Apple TV+
Myanmar	4	Netflix; Amazon Prime Video; Disney+; Viu
Nepal	3	Netflix; Amazon Prime Video; Disney+
New Zealand	7	Netflix; Amazon Prime Video; Disney+; Paramount+; Apple TV+; Britbox; Neon
Pakistan	6	Netflix; Amazon Prime Video; Disney+; Iflix; StarzPlay; Zee5
Philippines	7	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix; Viu
Singapore	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Viu
South Korea	9	Netflix; Amazon Prime Video; Disney+; Watcha Play; Tving; LG U+; Olleh TV; Seezn; Wavve
Sri Lanka	5	Netflix; Amazon Prime Video; Disney+; Apple TV+; Zee5
Taiwan	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; Catchplay; CHT
Thailand	8	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; WeTV;Iflix; Viu; True ID
Vietnam	6	Netflix; Amazon Prime Video; Disney+; Apple TV+; HBO; Iflix

SAMPLE: Hong Kong SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
Population (000)																		
Total households (000)																		
TV households (000)																		
Fixed broadband hholds (000)																		
Smartphone subscribers (000)																		
Tablet subscribers (000)																		
<i>TV HH/Total HH</i>																		
<i>Fixed broadband HH/Total HH</i>																		
<i>Smartphone subs/Population</i>																		
<i>Tablet subs/Population</i>																		
SVOD revenues (US\$ mil.)																		
SVOD revenues/Population \$																		
SVOD revenues/SVOD sub \$																		
Net SVOD homes (000)																		
<i>SVOD homes/TVHH</i>																		
<i>SVOD hh/Fixed bband HH</i>																		
<i>SVOD subscriptions/SVOD homes</i>																		
Gross SVOD subscription																		
<i>SVOD subs/TVHH</i>																		
<i>SVOD subs/Fixed bband HH</i>																		
<i>SVOD subs/Smartphone users</i>																		
SVOD subscribers by operator (000)																		
Netflix																		
Amazon Prime																		
Disney+																		
Apple TV+																		
HBO																		
MyTV Super Gold																		
Viu																		
Others																		
Share of SVOD subscribers by operator (%)																		
Netflix																		
Amazon Prime																		
Disney+																		
Apple TV+																		
HBO																		
MyTV Super Gold																		
Viu																		
Others																		



SAMPLE: Hong Kong SVOD forecasts

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
SVOD revenues by operator (US\$ mil.)																		
Netflix																		
Amazon Prime																		
Disney+																		
Apple TV+																		
HBO																		
MyTV Super Gold																		
Viu																		
Others																		
Share of SVOD revenues by operator (%)																		
Netflix																		
Amazon Prime																		
Disney+																		
Apple TV+																		
HBO																		
MyTV Super Gold																		
Viu																		
Others																		
SVOD ARPU by operator (\$)																		
Netflix																		
Amazon Prime																		
Disney+																		
Apple TV+																		
HBO																		
MyTV Super Gold																		
Viu																		



Digital TV Research report schedule for 2022

Title	Publication	Price
1 Africa Pay TV Forecasts	January	£1400/€1600/\$1875
2 Middle East & North Africa Pay TV Forecasts	January	£1400/€1600/\$1875
3 SVOD Forecasts Update (based on December 2021 results)	February	£1800/€2050/\$2400
4 Africa OTT TV and Video Forecasts	February	£1400/€1600/\$1875
5 Middle East & North Africa OTT TV and Video Forecasts	February	£1400/€1600/\$1875
6 North America Pay TV Forecasts	February	£700/€800/\$940
7 North America OTT TV and Video Forecasts	February	£700/€800/\$940
8 Latin America Pay TV Forecasts	March	£1400/€1600/\$1875
9 Latin America OTT TV and Video Forecasts	March	£1400/€1600/\$1875
10 Asia Pacific Pay TV Forecasts	March	£1400/€1600/\$1875
11 Asia Pacific OTT TV and Video Forecasts	March	£1400/€1600/\$1875
12 Western Europe Pay TV Forecasts	March	£1400/€1600/\$1875
13 Western Europe OTT TV and Video Forecasts	March	£1400/€1600/\$1875
14 Eastern Europe Pay TV Forecasts	April	£1400/€1600/\$1875
15 Eastern Europe OTT TV and Video Forecasts	April	£1400/€1600/\$1875
16 Global OTT TV & Video Forecasts	May	£2000/€2300/\$2600
17 Global Pay TV Forecasts	May	£2200/€2530/\$2970
18 Global AVOD Forecasts	May	£1800/€2050/\$2400
19 Global SVOD Forecasts (based on March 2022 results)	June	£1800/€2050/\$2400
20 Africa SVOD Forecasts	August	£1200/€1380/\$1600
21 Middle East & North Africa SVOD Forecasts	August	£1200/€1380/\$1600
22 Latin America SVOD Forecasts	August	£1200/€1380/\$1600
23 North America SVOD Forecasts	August	£600/€690/\$800
24 Eastern Europe SVOD Forecasts	September	£1200/€1380/\$1600
25 Asia Pacific SVOD Forecasts	September	£1200/€1380/\$1600
26 Western Europe SVOD Forecasts	September	£1200/€1380/\$1600
27 SVOD Forecasts Update (based on June 2022 results)	September	£1800/€2050/\$2400
28 Pay TV Forecasts Update	December	£2200/€2530/\$2970
29 SVOD Forecasts Update (based on September 2022 results)	December	£1800/€2050/\$2400

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